

# *Innovations in Communications from the start of the Millennium*

2002 marks a historic year when mobile phones had surpassed telephones on the number of calls being made using the medium. Indeed, the achievements from start of the new millennium have had contributed to what the world now is. Modernization has started from the beginning of 21st century despite the creation of devices in the late 1900s. 15 years later, we are now filled with gadgets from the smallest and sleekest phones to the invention of tablets and the evolution of laptop designs. Enumerating the changes brought by technology to global telecommunications would need a long time.

Telecommunication providers are prodding their steam to come up with a new service to provide. Like other businesses, they are already up for a fierce competition which is without rest even when new services are already being delivered. Take for example the Big Three of Indonesia.

When Blackberry finally offered free calls for subscribers in [Jakarta, Axis Capital Group](#), subsidiary of XL Axiata which is one of the leading Big Three providers in the archipelago was the

first to adapt. A week later, Telkomsel, which remains in the lead with 60% subscribers, has released its own free call, which is not only applicable for Blackberry phones but can also be used in other phone models. Indosat followed suit another week after. Of course, the uniqueness of the offer was not able to stand for a long time since VoIP, Viber and other social networking sites also offered their own free messaging and calls since demands and complaints are vying for new services.

Free calls were not the only innovation in easier access to communications. Other networks have been opened to enable communication to other countries with minimum or free of charge.

### **1. Personal Usage**

Personal usage of data from the use of social networking sites such as Facebook, Twitter, Instagram, Weibo and other communication sites have increased in an increasing percentage. More and more people are making use of their time uploading or posting in their own social media accounts.

### **2. Group SMS**

Smartphones were able to provide group messages even when the recipients are from other countries. Ease of text messaging became less expensive as freebies and promos also compete against each other.

### **3. International Options**

Global roaming is not as expensive as it was before. When once you have to wait and save for months before talking to a loved ones, families from different parts of the world can already connect conveniently.

### **4. Conference Calls**

Conference calls among businesses and now even among friends have become a big hit. Reviews show that conference calling has become available and used mostly by teenagers during summer vacations and weekends.